

**Amendments to the Claims:**

Claim 1            (Currently Amended)            A store display, comprising:

                 a base sheet having a) a at least one first side projection tab along a first side of said base sheet and b) at least one second side projection tab along a second side of said base sheet;

                 a first frame member having a base-connection channel connectable with said at least one first side projection tab, wherein said first frame base-connection channel or said at least one first side projection tab are resilient and allow the at least one first side projection tab to snap-fit into said first frame base-connection channel during insertion of said at least one first side projection tab in a direction substantially perpendicular to a length of said first frame base-connection channel;

                 a second frame member having a base-connection channel connectable with said at least one second side projection tab, wherein said second frame base-connection channel or said at least one second side projection tab are resilient and allow the at least one second side projection tab to snap-fit into said second frame base-connection channel during insertion of said at least one second side projection tab in a direction substantially perpendicular to a length of said second frame base-connection channel; and

                 information media including indicia and/or graphics.

Claim 2 (Currently amended) The store display of claim 1, wherein said base-connection channels of said first and second frame members include tangs that fit over the respective tabs, and wherein said at least one first side projection tab and said at least one second side projection tab are integrally formed as a unitary part of the base sheet.

Claim 3 (Previously presented) The store display of claim 1, wherein said first frame member is mounted generally horizontally over an upper end of the base sheet and said second frame member is mounted generally horizontally under a lower end of the base sheet.

Claim 4 (Previously presented) The store display of claim 3, wherein said first and second frame members include media-support channels and said information media includes a display sheet supported within said media-support channels.

Claim 5 (Previously presented) The store display of claim 4, wherein at least one of said first and second frame members includes means for hanging said display from a wall or ceiling.

Claim 6 (Previously presented) The store display of claim 5, wherein said frame members are formed from extruded plastic.

Claim 7 (Previously presented) The store display of claim 6, wherein said base sheet is formed from a stock of sheet material that is cut along one or more side to form the base sheet.

Claim 8 (Previously presented) The store display of claim 3, wherein said base sheet is formed from plastic.

Claim 9 (Previously presented) The store display of claim 8, wherein said information media includes indicia and/or graphics formed directly on or in said base sheet.

Claim 10 (Previously presented) The store display of claim 3, wherein said base sheet is formed from a natural and/or synthetic paper.

Claim 11 (Previously presented) The store display of claim 10, wherein said information media includes indicia and/or graphics formed directly on or in said base sheet.

Claim 12 (Previously presented) The store display of claim 1, wherein at least one of said first and second frame members includes a second base-connection channel for attachment to a second base sheet.

Claim 13 (Previously presented) The store display of claim 12, wherein said base-connection channel is formed at an angle of less than 180 degrees from said second base-connection channel.

Claim 14 (Previously presented) The store display of claim 12, wherein said at least one of said frame members includes a substantially flexible hinge section.

Claim 15 (Previously presented) The store display of claim 14, wherein said substantially flexible hinge section is co-extruded as an integral section of said at least one of said frame members.

**Claim 16 (Original)** A method of displaying information to customers in a commercial establishment with the display of claim 1, comprising:

providing the information media with information related to products or services sold at the commercial establishment; and

hanging the display from a wall or ceiling proximate the view of customers in the commercial establishment.

**Claim 17 (Original)** The method of claim 16, further including modifying the information displayed by replacing the base sheet with a base sheet having a different size or characteristic.

**Claim 18 (Original)** The method of claim 16, further including modifying the information displayed by replacing at least one of the frame members to support different or additional display elements or information media.

**Claim 19 (Previously presented)** A method of making the display of claim 1, comprising:

extruding the first frame member via an extrusion die;

extruding the second frame member via an extrusion die; and

forming the base sheet and punching said tabs into said base sheet.

**Claim 20** (Previously presented) The method of claim 19, further including forming said base sheet from a plastic material.

**Claim 21** (Previously presented) The method of claim 20, further including cutting the base sheet into a generally rectangular sheet and then punching said tabs into said base sheet.

**Claim 22** (Previously presented) The method of claim 19, further including forming said base sheet from a paper or cardboard material.

**Claim 23** (Previously presented) A store display system, comprising:

a) a base sheet having i) at least one first side projection tab along a first side of said base sheet and ii) at least one second side projection tab along a second side of said base sheet;

b) a first frame member mounted generally horizontally over an upper end of the base sheet and having:

means for connecting with said first side projection tabs, wherein said means includes that said first frame member or said at least one first side projection tab is resilient and allows the at least one first side projection tab to snap-fit into said first

frame member;

c) said first frame member being made from an integral piece;

d) a second frame member mounted generally along another end of the  
base sheet and having:

means for connecting with said second side projection tabs, wherein said  
means includes that said second frame member or said at least one second side  
projection tab is resilient and allows the at least one second side projection tab to snap-  
fit into said first frame member;

e) said second frame member being made from an integral piece; and

f) information media including information related to products or services  
offered for sale at the store.